



Mentor Michigan PSA “Piggyback” Ideas

Teaser Web Ads: Small banner button ads that link to Mentor Michigan television PSA’s on YouTube (www.youtube.com/MCSCOnline).

- Leverage local news websites
- Leverage local business websites

E-Blast:

- Enlist partners (Local service organizations, Big Brothers Big Sisters local chapter, local college alumni associations, etc.) through an email encouraging them to view Mentor Michigan television PSA’s on YouTube (www.youtube.com/MCSCOnline).

Contact local theaters:

- Send Mentor Michigan television PSAs and ask for time donation to play spot (15 minutes before movie). NOTE: Best done by grantee leaders, connected individuals.

Contact local radio stations:

- Send the Mentor Michigan radio PSA and ask for time donation to play spot. NOTE: Best done by grantee leaders, connected individuals.
- Pitch idea to feature program representative and/or mentoring match on station at some point in interview format.

Local Challenge: Utilize Mentor Michigan television PSAs with “Be Part of Lloyd’s Team.” Execute mini-campaign locally, making announcements at high school sporting events, local campuses, service club organizations that are typically male dominant (Rotary, Lions, Kiwanis).

- T-shirts: “Team Lloyd”
- Table-top displays
- Show Mentor Michigan television PSAs at scheduled presentations
- Consider partnering with local businesses/organizations

PSA’s on Disk: Design a CD sticker to place on Mentor Michigan television and radio PSA’s burned to disk to entice recipient to view or use.